

DIGITALLY WATERMARKING PHYSICAL MEDIAAbstract of the Disclosure

A digital watermark is embedded through varying pit locations on a data side of a CD, SACD or DVD. In one embodiment, a pattern of pits or data indentations forms a visual design on the data side. A watermark is embedded by slightly varying various pit locations within the visual design. In another embodiment, the varied pit locations are imperceptible or nearly imperceptible to human observation. The digital watermark is used as a counterfeit deterrent and as an identifier. Once extracted, the identifier is used to link to related content via the internet.